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Ontario

TRANSPORTATION MORROW SURVEY

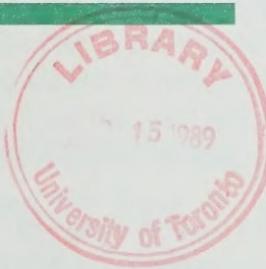
Bulletin
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A survey conducted for: the Regions of Durham, Halton, Hamilton-Wentworth, Peel and York; Metropolitan Toronto; Ministry of Transportation and Communications; GO Transit and the Toronto Transit Commission.

Half a million individual trips tracked in 60,000 household survey.

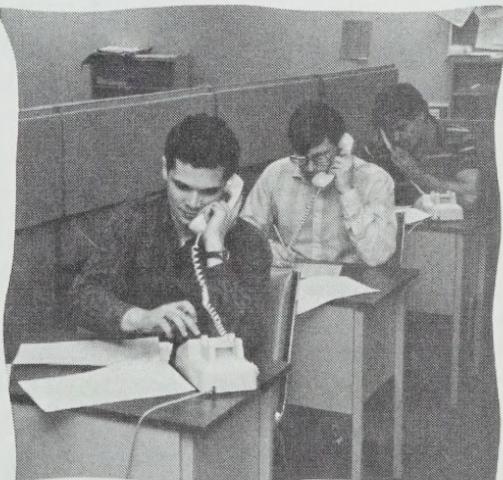
A team of 150 worked over four months conducting 60,000 household interviews to put together the largest-ever survey of Greater Toronto Area travel habits. The Transportation Tomorrow Survey touched one in every 25 of the households in Metro Toronto, Durham, Peel, Halton, York and Hamilton-Wentworth. Survey respondents obviously realized the value of the project: the information they contributed was extensive.

Survey sponsors included not only the six municipalities in the



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Completing 60,000 phone interviews was a mammoth task. This part of the project took the last third of 1986.



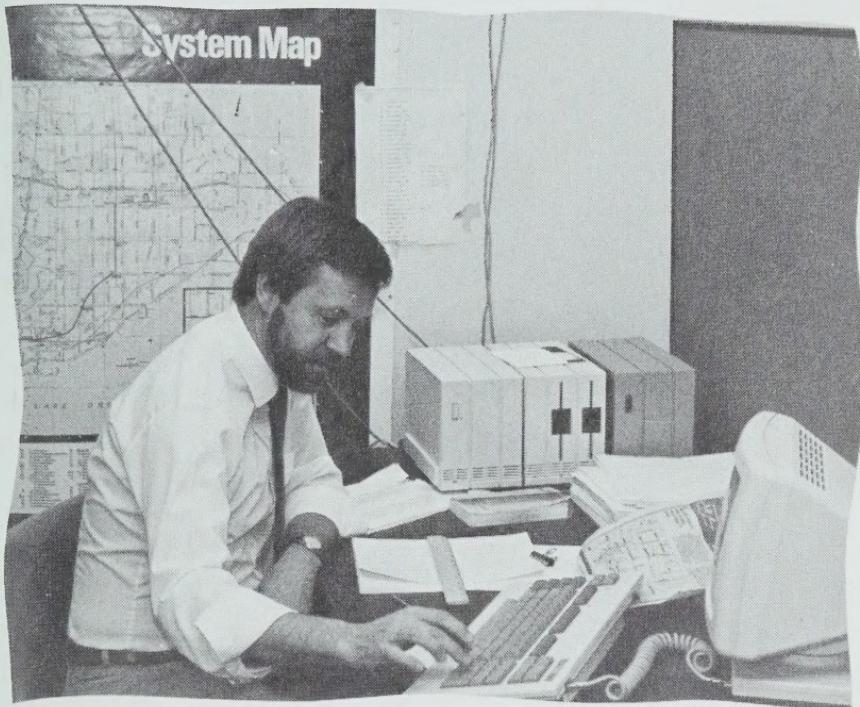
Greater Toronto commuteshed, but also the Toronto Transit Commission and GO Transit. The project was co-ordinated and largely funded by the Ontario Ministry of Transportation and Communications. Survey results will help decide the form of the major investments in road and transit facilities which must be made over the next two decades to keep up with population and employment changes in the area.

A similar survey—the Metro Toronto and Region Transportation Study in 1964—helped lead to the formation of GO Transit in 1967.

The job has just begun: report scheduled for December.

Because the survey results are so important, the vast amount of data that was gathered is being checked and cross-checked for consistency. Overview analysis of results will be done this summer, with the report scheduled for completion by December.

A total of 150 million bytes of information on everything from employment to travel habits to household size have to be carefully sifted. In previous surveys this would have required a roomful of mainframe computer equipment. The Transportation Tomorrow Survey, however, made extensive use of microcomputers to cut costs of storing and handling data. Those 150 million bytes fit neatly into two shoe-box sized disc storage units.



Geocoding provides more precise information than the old zone system.

How to find any point in Greater Toronto within one metre.

Geocoding is a system of geographic referencing which can describe any point in the survey area with great accuracy. That's important: the more accurate the information fed into the survey—the more accurate the action based on the survey can be.

For example: geocoding was used to determine the locations of the start and finish of respondents' trips. Because of the system's precision, it makes analysis easier than it was in previous surveys which used a larger and more cumbersome zone system.

More than a telephone survey.

Some early results.

About this bulletin... and how to get more information.

To provide additional information—and to verify accuracy of the 60,000 phone surveys—6,000 households were chosen to be researched in more depth. Every trip a household member took over a one day period was noted in a special diary.

A preliminary examination of the survey data has yielded some interesting results.

For example, since the last survey in 1964, the total population of the area has grown over 50 per cent. There are twice as many households now—but the average household size has declined from an average of 3.7 persons per household to 2.8: a decrease of 25 per cent. Metro Toronto has the lowest level of car ownership (1.22 cars per household, .47 cars per person) reflecting its dependence on the TTC. Highest levels of car ownership were in York Region which led in vehicles per household (1.89) and in Halton, which led in vehicles per person (.60).

This Transportation Tomorrow Survey bulletin is the first in a series designed to inform participating agencies and the public about the progress of the project. For further information, contact The Transportation Demand Research Office, MTC, Downsview, (416) 235-4082.



Ministry of
Transportation and
Communications

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